

# R. J. REYNOLDS

Tobacco Company

T. R. SCOTT  
Account Manager

1 Hartfield Blvd.  
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## ELECTRONIC MAIL

September 29, 1995

To: All Managers

Subject: Food Bag CID # 1328-00-00

Dear Managers,

Jerry Feldott, Corporate buyer for Food Bag chain has accepted the RJR Retail Partners Program. Outlined below are the elements of the contract.

Account Manager, Gary Hennessey and I will do the actual implementation of display pieces and new planograms during ride-withs with supervisors and Jerry Feldott. All administration will be handled at this level. Under no circumstances are the displays to be altered as far as signage or positioning. Although, during normal coverage please ensure current P.O.S. are placed within top sign and channel strips.

### REQUIREMENTS

- ① Maintain current position of Full Price display S/S C/R position -  
1 tray 8 facings
- ② Add a 2nd Full Price display - Self Service  
(position determined by RJR manager and supervisor) -  
1 tray 8 facings
- ③ Maintain current position of Savings display -  
Non-Self Service 24 facings
- ④ Maintain Light Thief on location

Total RJR Facings - 40

Thank you for your continued efforts with this chain.

Sincerely,

*Theresa*

T. R. Scott

TRS:npn  
PartProg.doc

1221	09	1222	21, 22
1222	05, 08	1223	
1223		1226	
1224		1229	
1225		ROM	
1226			
1229		PC	SC
1240		MC	PA
1244		RSM	RBM

51847 6057